## ORDER

105822 Order / Rev: Orders Alt Order #: 06844909 Product Desc: PAT MAJORITY USA Estimate: 1656 Flight Dates: 08/23/12 - 08/30/12 Primary AE: Amy McCreary Original Date / Rev: 08/22/12 / 09/05/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Name: Waterfront Strategies Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1010 Wisconsin Ave. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Patriot Majority Advertiser Name: A35+ Demographic: New Business Thru:

BIII Plan

<b>2</b>				
Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	25	\$20,425.00	\$17,361.25
08/27/12	08/30/12	53	\$49,075.00	\$41,713.75

PLI1

## Totals

Order Separation:

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	25	\$20,425.00	\$17,361.25	0.00
September 2012	53	\$49,075.00	\$41,713.75	0.00
Totals	78	\$69,500,00	\$59,075,00	0.00

00:05:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PISSUE, GEN

Order Share	Share	Total
KSNV	39%	\$69,500.00
Market	100%	\$178 205 13

Product Codes:

Revenue Codes:

Priority:

_		
Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	9%	\$16,038.46
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$37,423.08
KTUD	1%	\$1,782.05
KVVU	20%	\$35,641.03
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$17,820.51

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tir	ne Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
E 1	KSNV	08/23/12	08/29/12	Wake Up Early w Wake Up Early V	·	430a-5a	MTWTS	:30	3	\$200.001	0.00 NM	3	\$600.00
	WAKE	UP EARLY	/ W/THE V	VAGNERS	, o.g., o.o.								
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						

KSNV

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Order / Rev:"

105822

Advertiser:

Patriot Majority

Alt Örder #:

06844909

Product Desc:

PAT MAJORITY USA

Flight Dates:

08/23/12 - 08/30/12

Estimate:

1656

Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	08/23/1	2 08/29/12	Wake Up Early w Wake Up Early V	_	430a-5a	MTWTS	:30	3	\$200.001	0.00 NM	3	\$600.00
	WAKE	UP EAR	LY W/THE W	VAGNERS	_								
		ırt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	Veek: 08/		08/29/12	MTWTS	3	\$200.00	0.00						
E 2	KSNV	08/30/1	2 08/30/12	Wake Up Early w Wake Up Early V	_	430a-5a	T	:30	1	\$200.001	0.00 NM	1	\$200.00
	WAKE	UP EAR	LY WITHE W	VAGNERS									
		art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
	Veek: 08		09/05/12	T	1	\$200.00	0.00						
E 3				News 3 Sunrise - News 3 Sunrise S		6a-7a	S-	:30	1	\$350.001	0.00 NM	. 1	\$350.00
		3 AT SU											
1.4		ert Date	End Date	<u>Weekdays</u> S-	Spots/Week	Rate	Rating						
-	Veek: 08/		08/26/12		1	\$350.00	0.00						
E 4				Sunday Today Sunday Today	СМ	7a-8am	S	:30	1	\$625.001	0.00 NM	1	\$625.00
		' ON SUI art Date	End Date	Mookdaya	Conta AMa ak	Data	Dating						
۱۸	<u>عرد</u> Veek: 08		08/26/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$625.00	Rating 0.00						
				M-F 5-6a WakeU	-	5-6a	MTWTF	:30	5	\$600.001	0.00 <b>N</b> M	5	\$3,000.00
	WAKE	LID WITE	THE WAG	_M-F 5-6a WakeU N⊏⊅≎	p w/vvagners								
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
٧	Veek: 08		08/29/12	MTWTF	<u>opots///con</u>	\$600.00	0.00						
E 6				M-F 5-6a WakeU		5-6a	T	:30	1	\$600.001	0.00 NM	1	\$600.00
			THE WAG	M-F 5-6a WakeU									***************************************
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
٧	Veek: 08		09/05/12	T	1	\$600.00	0.00						
E 7	KSNV	08/23/1	12 08/29/12	M-F 6-7a WakeU	M@sW/w q	6-7a	MTWTF	:30	5	\$1,000.001	0.00 NM	5	\$5,000.00
	WAKE	UP WITI	H THE WAG	M-F 6-7a WakeU NERS	lp w/Wagners					•			, .,
	<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>					1	
	Veek: 08	/23/12	08/29/12	MTWTF	5	\$1,000.00	0.00						
E 8	KSNV	08/25/1	12 08/25/12	Saturday Today Saturday Today	СМ	7a-9am	S-	:30	1	\$625.001	0.00 NM	1	\$625.00
	SATUR	DAY TO	DAY										
W	<u>Sta</u> Veek: 08.	art Date	<u>End Date</u> 08/26/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$625.00	<u>Rating</u> 0.00						
E 9			-	Chris Matthews 9	-30AM/SM	9:30a-10a	S	:30	1	\$500.001	0.00 NM	,	<b>PEOO 00</b>
5	INDIAA	001201	12 00/20/12	Chris Matthews S		5.50a-10a	3	.30	,	φ300.001	U.UU INIV	1	\$500.00
	CHRIS	MATTHE	EWS SHOW										
	<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
V	Veek: 08	/20/12	08/26/12	S	1	\$500.00	0.00						
E 10	) KSNV	08/23/	12 08/29/12	Today Show Today Show	СМ	658a-9am	MTWTF	:30	4	\$1,500.001	0.00 NM	4	\$6,000.00
	TODAY	sHow											
		art Date	End Date	Weekdays	Spots/Week		<u>Rating</u>						
	Veek: 08		08/29/12	MTWTF		\$1,500.00	0.00			1		1	
E 11			12 08/30/12	Today Show Today Show	СМ	658a-9am	<del>-</del> T	:30	1	\$1,500.001	0.00 NM	1	\$1,500.00
		SHOW											•
١/	<u>Sta</u> Veek: 08	art Date /30/12	End Date 09/05/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$1,500.00	Rating 0.00						
				M-F Today Show		9-10a	MTWTF	:30	4	\$900.001	0.00 NM	4	\$3,600.00
	TOP **			M-F Today Show	<i>t</i> II								
		/ SHOW		Modular	Cnoto Att1-	D	Datie -						
v	<del>513</del> Veek: 08	art Date :/23/12	<u>End Date</u> 08/29/12	<u>Weekdays</u> MTWTF	Spots/Week 4		<u>Rating</u> 0.00						
			12 08/29/12		CM	11am-12pm	MTWTF	:30	3	\$325.001	0.00 NM	3	\$975.00
	=								_	#U-0.001	3.30 14141	• ~	Ψ510.00

KSNV

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Order / Rev:

105822

Advertiser:

Patriot Majority

Alt Örder #:

06844909

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Product Desc:

PAT MAJORITY USA

Flight Dates: 08/23/12 - 08/30/12 Estimate: 1656

Ln Ch Start End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
	Rachael Ray Rachael Ray									
RACHEL RAY	, , , , , , , , , , , , , , , , , , , ,								ı	
<u>Start Date</u> <u>End Date</u> Week: 08/23/12 08/29/12	<u>Weekdays</u> MTWTF	Spots/Week 3	<u>Rate</u> \$325.00	Rating 0.00						
E 14 KSNV 08/23/12 08/29/12	M-F Today Show		10am-11am	MTWTF~-	:30	3	\$450.001	0.00 NM	3	\$1,350.00
	Today 4th Hour	,	100		,55	Ů	¥ 100.00 1	0.00 14111	J	Ψ1,000.00
TODAY SHOW III	Mookdaya	Cracta //A/a ale	Doto	D =4i==		•				
Start Date End Date Week: 08/23/12 08/29/12	<u>Weekdays</u> MTWTF	Spots/Week 3	<u>Rate</u> \$450.00	Rating 0.00						
E 15 KSNV 08/30/12 08/30/12	M-F Today Show	III 4th IBM	10am-11am	T	:30	1	\$450.001	0.00 NM	1	\$450.00
TODAY SHOW III	Today 4th Hour									
Start Date End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 08/30/12 09/05/12		1	\$450.00	0.00			710			
E 16 KSNV 08/23/12 08/29/12	Noon News	CM	12-1230pm	MTWTF	:30	4	\$425.001	0.00 NM	4	\$1,700.00
NEWS 3 AT NOON	Noon News									
Start Date End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 08/23/12 08/29/12	MTWTF~-	4	\$425.00	0.00				11.0		
E 17 KSNV 08/30/12 08/30/12	Noon News Noon News	СМ	12-1230pm	T	:30	1	\$425.001	0.00 NM	1	\$425.00
NEWS 3 AT NOON										
Start Date End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week 08/30/12 09/05/12 E 18 KSNV 08/23/12 08/29/12	T Dr. Phil	1 CM	\$425.00 3-4p	0.00 MTWTF	:30	4	\$450.001	0.00 NM	4	\$1,800.00
	Dr Phil	0141	о	1717 *** 1.1	.50	7	Ψ430.001	O.OO INIVI	4	Φ1,000.00
DR, PHIL	147 1.1	0 ( 00/ )	ъ.	D #						
<u>Start Date</u> <u>End Date</u> Week: 08/23/12 08/29/12	<u>Weekdays</u> MTWTF	Spots/Week 4	<u>Rate</u> \$450.00	Rating 0.00						
E 19 KSNV 08/30/12 08/30/12	Dr. Phil	CM	3-4p	T	:30	1	\$450.001	0.00 NM	1	\$450.00
DD DUU	Dr Phil									
DR. PHIL Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/30/12 09/05/12	T	1	\$450.00	0.00						
E 20 KSNV 08/25/12 08/25/12			5pm-630pm	S-	:30	1	\$650.001	0.00 NM	1	\$650.00
KSNV EARLY NEWS	Sa-Su Early News	S								
Start Date End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08/20/12 08/26/12	S-	1	\$650.00	0.00						
E21 KSNV 08/23/12 08/29/12	M-F Early News M-F Early News	CM	5-630p	MTWTF	:30	5	\$1,200.001	0.00 NM	5	\$6,000.00
EARLY NEWS	Wi-i Larry INCWS			•						
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/23/12 08/29/12 E 22 KSNV 08/30/12 08/30/12	MTWTF	<del></del>	\$1,200.00	0.00	.20		<b>64 000 004</b>	0.00 NA		44.000.00
E 22 NOINV 00/30/12 00/30/12	M-F Early News	СМ	5-630p		:30	1	\$1,200.001	0.00 NM	1	\$1,200.00
EARLY NEWS	•									
<u>Start Date</u> <u>End Date</u> Week: 08/30/12 09/05/12	<u>Weekdays</u> T	Spots/Week	<u>Rate</u> \$1,200,00	Rating 0.00						
E23 KSNV 08/23/12 08/29/12			4-5pm	MTWTF	:30	4	\$700.001	0.00 NM	4	\$2,800.00
	4PM NEWS (1 ho		(4:00 PM-4:3	0 PM)			•			<b>,-,</b>
FIRST NEWS 3 AT FOUR <u>Start Date</u> <u>End Date</u>	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 08/23/12 08/29/12	MTWTF	4		0.00						
E 24 KSNV 08/23/12 08/29/12			4-5pm	MTWTF	:30	3	\$700.001	0.00 NM	3	\$2,100.00
NEWS 4 AT 430P	4PM NEWS (1 ho	our)	(4:30 PM-5:0	0 PM)						
Start Date End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 08/23/12 08/29/12	MTWTF	3	\$700.00	0.00						
E 25 KSNV 08/25/12 08/25/12		CM	7-730pm	S-	:30	1	\$500.001	0.00 NM	1	\$500.00

**KSNV** 

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Order / Rev:

105822

Advertiser:

Patriot Majority

Alt Order #: Flight Dates:

06844909

08/23/12 - 08/30/12

Product Desc:

: PAT MAJORITY USA

Estimate:

1656

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Wknd Wheel of Fortune SAT/ Wheel of Fortune WHEEL OF FORTUNE Start Date End Date Spots/Week Weekdays Rate Rating Week: 08/20/12 08/26/12 ----5-\$500.00 0.00 E 26 KSNV 08/23/12 08/29/12 M-F Wheel 7-730pm CM MTWTF--:30 2 \$1,300.001 0.00 NM 2 \$2,600.00 M-F Wheel of Fortune WHEEL OF FORTUNE Start Date Weekdays Spots/Week Rating End Date Rate Week: 08/23/12 08/29/12 MTWTF--\$1,300.00 0.00 E 27 KSNV 08/30/12 08/30/12 M-F Wheel CM 7-730pm :30 1 \$1,300.001 0.00 NM ---T--n \$0.00 M-F Wheel of Fortune WHEEL OF FORTUNE Start Date End Date Weekdays Spots/Week Rate Rating 1 \$1,300.00 09/05/12 ---T---Week; 08/30/12 0.00 Ch Date Range Description. Start/End Time <u>Weekdays</u> Spot <u>Length</u> Rate Rtg Type 1 KSNV 08/30/12-09/05/12 M-F Wheel 7-730pm ---Th----:30(\$1,300.00) 0.00 NM Unresolved [PGM CHG = REPUBLICAN NAT'L CONVENTION] E 28 KSNV 08/23/12 08/29/12 M-F Jeopardy CM 630-7pm :30 3 \$1,300.001 0.00 NM MTWTF-~ 3 \$3.900.00 M-F Jeopardy **JEOPARDY** End Date Spots/Week Start Date Weekdays Rating Rate 08/29/12 MTWTF--Week: 08/23/12 3 \$1,300.00 0.00E 29 KSNV 08/28/12 08/28/12 Tues PR 8-10p CM 8-10pm -T----:30 1 \$4,000,001 0.00 NM \$4,000.00 Tuesday Prime 8-10pm AMERICA'S GOT TALENT (O) 8/14-9/4 Start Date End Date Weekdays Spots/Week Rate Rating -T----09/02/12 Week: 08/27/12 1 \$4,000.00 0.00 E 30 KSNV 08/29/12 08/29/12 Wed PR 8-9p CM 8-9pm --W----:30 1 \$2,400.001 0.00 NM \$2,400.00 Wednesday Prime 8-9pm AMERICA'S GOT TALENT (R) 8/15-9/19 Start Date End Date Weekdays Spots/Week Rating Rate 09/02/12 Week: 08/27/12 -----1 \$2,400.00 0.00 E 31 KSNV 08/27/12 08/27/12 Mon PR 8-9p CM 8-9pm M----.30 \$4,000.001 0.00 NM \$4,000.00 Monday Prime 8-9pm AMERICA'S GOT TALENT (R) 8/20-8/27 End Date Start Date <u>Weekdays</u> Spots/Week Rating Rate Week: 08/27/12 09/02/12 1 \$4,000.00 0.00 E 32 KSNV 08/25/12 08/25/12 Sa-Su News 3 at ElevenCM 11pm-1135pm 1 \$1,100,001 0.00 NM ----S-:30 \$1,100.00 Sa-Su News 3 at Eleven **NEWS 3 NIGHTSIDE** Weekdays Start Date **End Date** Spots/Week Rate Rating 08/26/12 ----S-Week: 08/20/12 1 \$1,100.00 0.00 E 33 KSNV 08/26/12 08/26/12 Sa-Su News 3 at ElevenCM 11pm-1135pm :30 ----S 1 \$1,100.001 0.00 NM \$1,100.00 Sa-Su News 3 at Eleven **NEWS 3 NIGHTSIDE** Start Date End Date <u>Weekdays</u> Spots/Week <u>Rate</u> Rating Week: 08/20/12 08/26/12 -----5 \$1,100.00 0.00 E 34 KSNV 08/23/12 08/29/12 M-F News 3 at Eleven CM 11pm-1135pm MTWTF--:30 3 \$1,100,001 0.00 NM 3 \$3,300.00 M-F News 3 at Eleven **NEWS 3 NIGHTSIDE** End Date Weekdays Spots/Week Rating Start Date Rate Week; 08/23/12 08/29/12 MTWTF--3 \$1,100.00 0.00 E 35 KSNV 08/30/12 08/30/12 M-F News 3 at Eleven CM 11pm-1135pm :30 1 \$1,100,001 0.00 NM \$1,100,00 M-F News 3 at Eleven **NEWS 3 NIGHTSIDE** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/30/12 09/05/12 ---T---\$1,100.00 0.00 E 36 KSNV 08/23/12 08/29/12 Late Night w/Fallon CM 1237a-136am MTWTF--:30 \$750.001 0.00 NM 3 \$2,250.00 Late Night w/Fallon

Totals

78

\$69,500.00

Page 5 of 5 Order / Rev: 105822 Advertiser: Patriot Majority Alt Order #: 06844909 Product Desc: PAT MAJORITY USA KSNV Flight Dates: 08/23/12 - 08/30/12 Estimate: 1656 Ln Ch End Inventory Code Break Start/End Time Days Start Len Spots Rate Pri Rtg Type Spots Amount TONIGHT SHOW W/ JAY LENO End Date Spots/Week Rating Start Date **Weekdays** Rate MTWTF---Week: 08/23/12 08/29/12 \$750.00 0.00 E 37 KSNV 08/30/12 08/30/12 The Tonight Show CM 1135p-1237a \$750,001 :30 0.00 NM \$750.00 1 Tonight Show

Rating

0.00

Rate

\$750.00

Spots/Week

TONIGHT SHOW W/ JAY LENO

Start Date

Week: 08/30/12

End Date

09/05/12

**Weekdays** 

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